



This release will be continuously updated as new events and benefits are announced.

For Immediate Release:

July 18, 2025

Media Contacts:

[Melissa Welch-Lamoreaux](#)

210.325.5500

[Tanya Pence](#)

210.316.6241

New Braunfels businesses, organizations rally for neighboring communities impacted by floods

New Braunfels, TX New Braunfels businesses and [organizations](#) have showed up in force to provide support for their hill country neighbors through donated time, supplies and funds.

“We know that businesses need to rebuild, homes need to be cleaned out and repaired, we know some are starting completely over,” said New Braunfels Convention & Visitor’s Bureau President Tanya Pence. “New Braunfels is here to support our neighbors.”

The NBCVB is gathering details from community members and businesses who are hosting events, benefits and fundraisers for those impacted by the floods. Residents and visitors are encouraged to go to [VisitNBTX.com](#) for a list of ongoing efforts.

“Kinship is a Texan trait. We celebrate wins together, and we show up to comfort and help when there’s loss,” said Pence. “I couldn’t be prouder of our community and encourage everyone to give where they can.”

Here are those businesses and events where residents and visitors can continue to support:

[Gruene Hall](#) recently announced the Dance Hall to Dance Hall event where 100 percent of proceeds from Gruene Hall on Sunday, July 20 will go to Crider’s Dance Hall in Hunt, Texas.

-more-

[Gruene Mansion Inn](#) is donating 10 percent of its proceeds from each room booking July 18-20 to relief in Kerrville.

[Whitewater Amphitheater](#) is hosting Robert Earl Keen in ‘Applause for a Cause’ August 28 in which New Braunfels-based Americana musicians are joining the line up. Proceeds will benefit The Community Foundation of the Texas Hill Country. Tickets go on sale Friday, July 18 at noon.

[BILLY'S ICE](#) is hosting Texans for Texas Benefit concert Saturday July 19 from 1 p.m. to -12 a.m.

[Winery on the Gruene](#) is hosting ‘A Day of Music and Wine’ benefit concert July 19, 11 a.m.- 7 p.m. where proceeds will benefit the Comfort Area Foundation.

[Muck & Fuss](#) and [Sidecar](#) are donating 100 percent of their proceeds on July 29 to Texans on Mission.

[THE VILLA](#) is hosting a silent auction guitar raffle with proceeds going to Kerrville Pets Alive!

PAST EVENTS:

[Redbird Listening Room](#) hosted a Flood Relief Concert July 15. [Gruene Grove](#) hosted a Hill Country Strong benefit concert July 15, raising \$38,000 and a trailer full of donated items like chain saws, tarps, hand tools, Gatorade and water.

###

[New Braunfels](#)

Deep in the heart of the Texas Hill Country, conveniently set astride the IH-35 corridor between San Antonio and Austin, rests beautiful New Braunfels, Texas. Founded in 1845 by German settlers, New Braunfels is overflowing with old world heritage and small-town Texas charm.

From boundless adventures on the beautiful Comal and Guadalupe Rivers to wholesome entertainment at Schlitterbahn Waterpark and Natural Bridge Wildlife Ranch & Natural Bridge Caverns to strolls through local art and historic galleries, and diverse dining experiences, the activities and sights are endless. New Braunfels is home to Texas’ oldest bakery Naegelin’s, Texas oldest dance hall Gruene Hall, and Wurstfest, an annual German heritage celebration.